

Defining the Site Selection Process

Next Move Group, LLC



Next Move Group
We Are Jobs



Who is Next Move Group?



Next Move Group
We Are Jobs



WHO IS NEXT MOVE GROUP?



Next Move Group
We Are Jobs

SITE
SELECTION

EXECUTIVE
SEARCHES ▾

ECONOMIC
DEVELOPMENT
PRODUCTS

PODCAST
CHANNEL

NEWS

MEMBERS
ONLY

THE
MOVEMENT

ABOUT/
CONTACT US

CALL US TODAY
(800) 764-3105

JOIN OUR MOVEMENT TO GROW THE AMERICAN ECONOMY

Which Focuses on Creating Economic
Growth for **Small to Mid-Sized**
Companies, Communities, and Nonprofit
Organizations

LEARN MORE



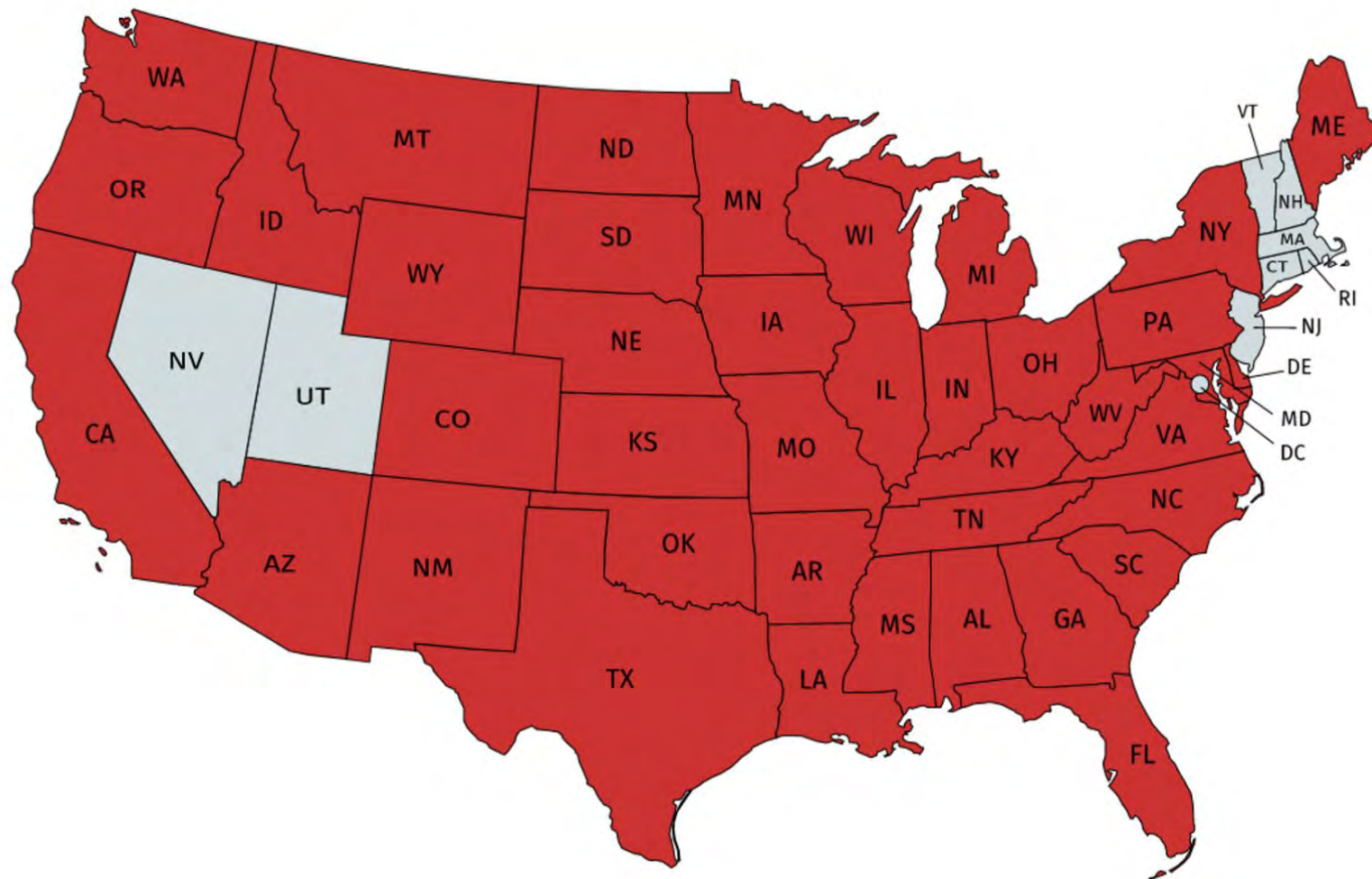
We are Driven to Create Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations Because We Believe They are Vital to the American Economy

So, We Choose to Be a Leader in Helping Small to Mid-Sized Companies Do 2 Things: 1) Find White Collar Talent & 2) Secure the Same Tax Incentives Large Companies Leverage to Create Jobs

And, We Recognize the Importance Small to Mid-Sized Communities and Small to Mid-Sized Nonprofits, Including Those in Large Metro Areas, Play in Creating Economic Growth



Sampling of Our Client Base:



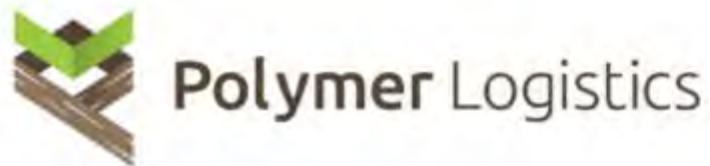


Sampling of Our Client Base:





Sampling of Our Clients (400+ since 2014)



Corporate:



Port/Airport/Utilities:





Sampling of Our Clients (400+ since 2014)

Economic Development:



Chamber of Commerce:





Sampling of Our Clients (400+ since 2014)

Municipal:



Nonprofit/Education:






Nationwide Brand

Our Podcast Channel

www.nextmovepodcast.com, Chad Chancellor hosts shows each Thursday

Some of our recent podcast guests:




Next Move Group
We Are Jobs
PODCAST

Listen on
Apple Podcasts


Spotify

Listen on
Google Podcasts


JUST ASK
amazon alexa




Episode 51 with Bob Hess
Newmark Knight Frank
[More info...](#)

Episode 51 - 


Transcript:
[View Online](#) [Download](#)




Episode 50 with Jeff Finkle
International Economic Development Council
[More info...](#)

Episode 50 - Jeff 


Transcript:
[View Online](#) [Download](#)




Episode 49 with Gray Swoope
VisionFirst Advisors
[More info...](#)

Episode 49 - 


Transcript:
[View Online](#) [Download](#)




Episode 48 with Chad Chancellor and Mark Manning
Next Move Group Murray-Calloway
[More info...](#)

Episode 48 - 


Transcript:
[View Online](#) [Download](#)




Episode 47 with Ned Staebler
TechTown Detroit
[More info...](#)



Episode 46 with Barry Broome
Greater Sacramento Economic Council



Episode 45 with Shannon Landauer
Carroll Area Development Corporation of Iowa



Episode 44 with Kay Brockwell
Future Focus Development Solutions, LLC



Nationwide Brand



Goldman
Sachs

**IN 2017, WE WERE HONORED BY
GOLDMAN SACHS FOR OUR MISSION
OF CREATING ECONOMIC GROWTH
FOR SMALL TO MID-SIZED
CORPORATIONS AND COMMUNITIES.**





Our Team



Next Move Group
We Are Jobs



Our Team



CHAD CHANCELLOR
Co-Founder, CEO



ALEX METZGER
Co-Founder, President



BRANDON NETTLES
Chief Operating Officer



JOHN SISSON
Managing Director of Site
Selection



GABBY MOULIS
Chief Marketing Officer



BRITTANY MCCOY
Vice President



ALLYSON KNAPP
Operations Manager



CAROLINE FEW
Web Developer



EDDIE SPRAGGS
Business Development
Representative

- 2 Staff Members Have **Master's Degrees in Economic Development**
- 1 Staff Member Graduated with a **4.0 in Economics**
- 1 Staff Member Completed the Prestigious **Goldman Sachs 10,000 Small Businesses Accelerator Program**
- 1 Staff Member is a member of the **Site Selectors Guild**
- 1 Staff Member Joined Us Having Come from **TV Media**



Our Executive Managing Director of Site Selection & Your Site Selection Project Leader- John Sisson



**SITE
SELECTORS
GUILD**

Sisson is a founding member of the Site Selectors Guild.



Companies Sisson has completed projects with in his career.

Companies Sisson worked with prior to joining Next Move Group in 2016:

FLUOR®



 **Mallinckrodt**
Pharmaceuticals



GLS GLOBAL
LOCATION
STRATEGIES



Site Selection / Incentives Negotiation Process



Next Move Group
We Are Jobs



Musts and Wants

Musts & Wants Meeting

- Establish Macro Search Area
- Develop Project Evaluation Criteria
- Develop Project Timeline
- **Establish “MUSTS”**
- **Establish “WANTS”**





Completing RFIs:

What is an RFI's Purpose?

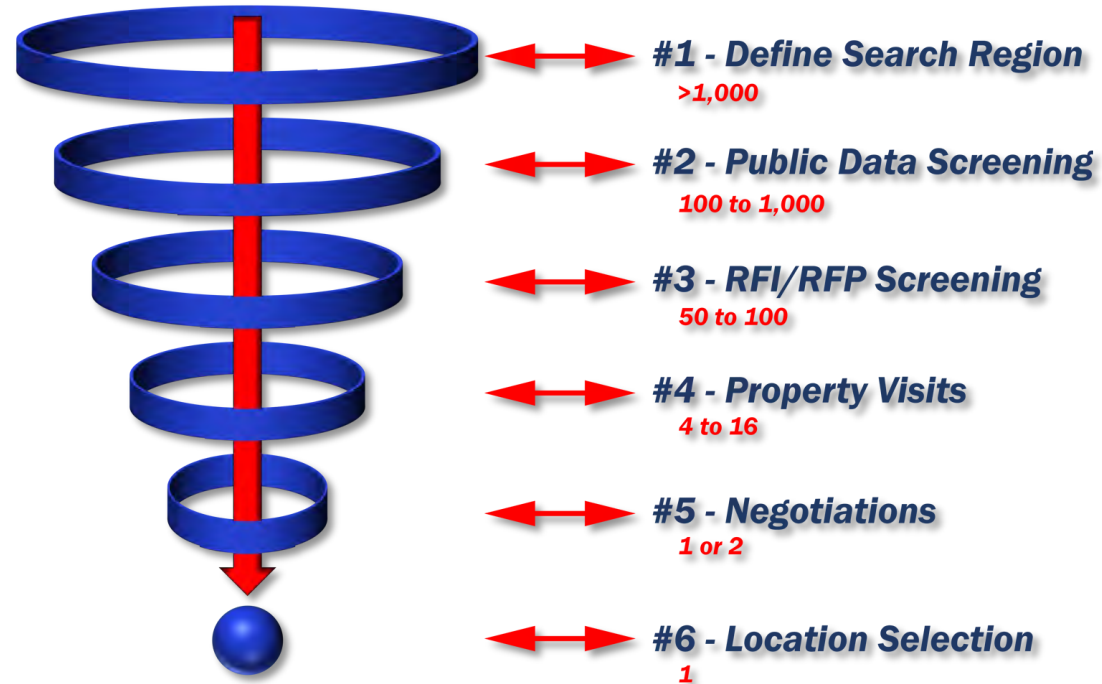




What is an RFI's Purpose?

Sample Steps in Site Selection

Sample of # locations reviewed





Completing RFIs:

**RFIs Are Used To
Eliminate Communities
As Quickly As Possible**

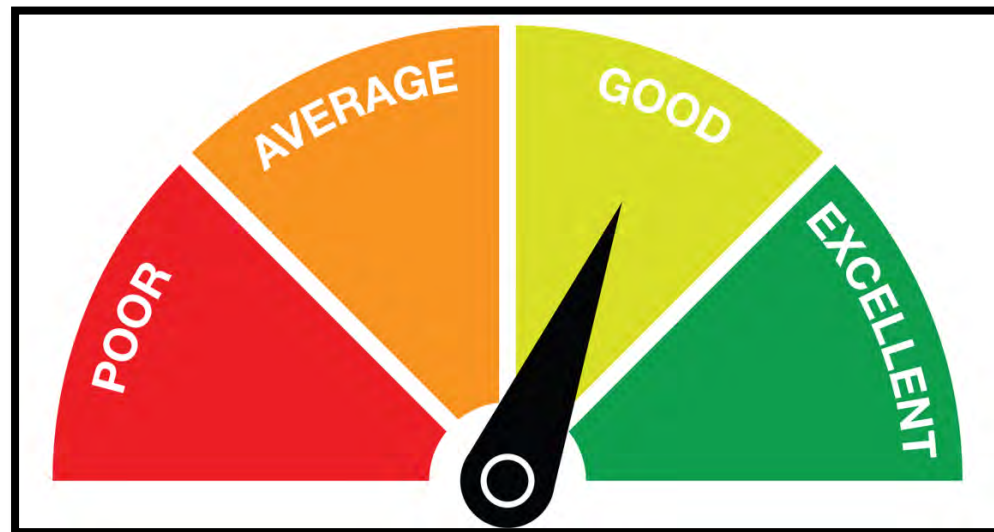
**So, You Must
Understand How They
Are Scored & Judged**





RFIs Are Used To Eliminate Communities As Quickly As Possible

Understanding How RFIs Are Scored Will Help You Submit a Good One





RFIs Are Used To Eliminate Communities As Quickly As Possible

KNOWN MUSTS:

1. **Geography.** Our new facility MUST be located in one of these states:

Answer:

2. **Site.** How many acres must you have on the site for parking, storage, truck turnaround, etc.?

Answer:

3. **Community Characteristics.** What are your “MUSTS” in a community? Population? Proximity to metro areas? Proximity to certain support businesses? Proximity or lack of proximity to a competitor? Provide bullet points of all the “MUSTS” you must have in a community:

Answer:

4. **Labor.** Describe in paragraph form the type of laborer you need and the challenges you face in finding them in your current location”

Answer:

5. **Just-In-Time Suppliers.** Do you have any “Just-In-Time” Suppliers which you must be located in close proximity to? If so, detail those suppliers so we can screen locations based on such proximity:

Answer:

6. **Transportation.** What are your “MUSTS” for transportation? Note, many clients say they MUST be within 5 miles of an interstate, but we often find this is actually a “WANT” rather than a “MUST,” so with that in mind what, if any, MUSTS do you have in terms of transportation infrastructure:

Answer:

7. **Financing.** Is there any one particular incentive or financing related activity you MUST receive from a community to make this project a success? (Example, we MUST find a community to finance equipment and lease it to us to keep it off our balance sheet).

Answer:



RFIs Are Used To Eliminate Communities As Quickly As Possible

Sample “Musts”

Project Marengo Musts

1. Minimum size parcel of 80 acres
2. Zoning allowing construction of a 200-foot tower
3. Access to barge dock within ten miles, preferred within two miles
4. Rail served site, preferably dual railroads serving the site, or at minimum a shortline rail with access to multiple Class I rails
5. Dual source Electricity of 34 mw installed capacity, monthly electric usage of 5,500 MW hours.
6. Natural gas capacity 22,250 MM BTU's a month,
7. Potable water capacity of 6mm gallons a month
8. Site must be zoned heave industrial or can quickly be rezoned
9. Compatible surrounding land use for industrial project
10. Enough of the site out of 100-year flood zone to build a 300,000 square foot heavy industrial building





“Wants” Modeling

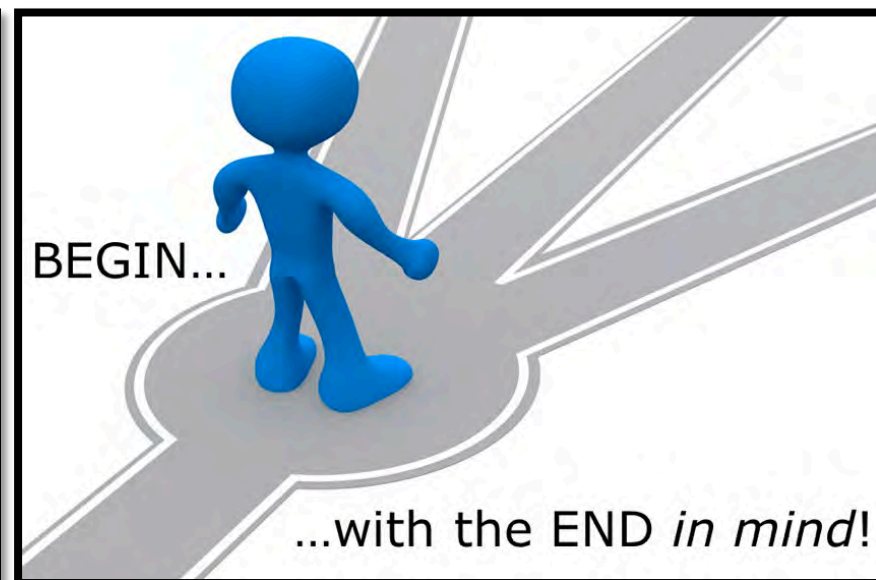
<i>Subject</i>		<i>Want</i>	<i>Weighting</i> 1 (less) – 10 (most)
<i>Floor</i>		Thickness? We have very heavy machinery so the thicker the better – currently 8”	8
		Floor Drains?	5
		Load Bearing Capacity (PSI)	?
<i>Rail Siding</i>		Length?	n/a
		Covered?	n/a
<i>Roof</i>		Height? 30’	9
<i>Bay Spacing</i>			7
<i>Office sq. ft.</i>		Currently have 10,000 - require 5,000	8
<i>Manufacturing sq. ft.</i>		Currently 45,000 – this is required	8
<i>Warehouse sq. ft.</i>		10,000 min	8
<i>Future ability to expand</i>		YES	7
<i>Crane Infrastructure</i>		Number, type, capacity? Currently have 4 overhead with 10ton capacity	8
<i>Dock Doors</i>		Currently have 4 – this is a minimum requirement	8



RFIs Are Used To Eliminate Communities As Quickly As Possible

Sample “Wants”

Project:		Number 2			Site:		Wichita, Kansas		Total Score:		103.0		Site Name: Crossgate Building	
Scoring Criteria					Sub Wt Factor	Overall Wt Factor	Sub Score	Sub Wt Score	Average Score	Overall Wt Score	Comments			
1.) Business Costs (Recurring)						10			5.6	56.5				
a. Lease Rates					10		5	50						
b. Workers Comp Insurance Rate					10		6	60						
c. Labor Cost Projections Per Hour					10		8	80						
d. Unemployment Insurance Rates					10		5	50						
e. Property Tax Rates					10		4	40						
f. State Corporate Income Tax Rate					7		6	42						
2.) Building						9			5.2	46.5				
a. Cubicles in place					10		1	10						
b. Redundant Fiber					10		4	40						
c. Offset startup costs; install fees, permit fees, lease					10		9	90						
d. Redundant Power					8		6	48						
e. Lease Rate					10		6	60						
3.) Workforce						9			4.1	36.8				
a. underemployed labor in region					10		8	72						
b. spanish speaking labor					10		8	72						
c. colleges within 30 miles					9		4	36						
d. competition for labor					6		5	45						





RFIs Are Used To Eliminate Communities As Quickly As Possible

Sample “Wants” Scoring- Analytics of How Locations Are Scored



Next Move Group
We Are Jobs

Project: Number 2

Company:

Sites

AZ-01

AZ-02

AZ-03

AZ-04

CO-01

KS-01

KS-02

KS-03

KS-04

UT-01

UT-02

UT-03

Cumualtive Score

196.2

177.6

153.4

164.8

174.3

191.6

191.3

167.6

177.9

193.0

173.6

178.8

Business Costs

56.5

49.7

48.8

41.2

40.8

56.5

54.8

51.8

45.5

48.3

47.6

46.1

Building

46.5

51.3

27.2

52.2

57.9

46.5

50.8

34.2

38.1

50.8

45.2

50.2

Workforce

36.8

38.9

32.1

27.7

29.1

36.8

34.4

27.1

42.9

49.0

36.1

35.0

Incentives

18.3

4.5

12.4

12.4

14.8

10.9

10.8

13.9

10.8

7.7

8.9

11.4

Geography

25.2

21.9

21.1

21.3

20.9

28.9

28.7

28.8

28.8

27.6

26.0

26.3

Transportation

12.9

11.3

11.8

10.0

10.8

12.0

11.8

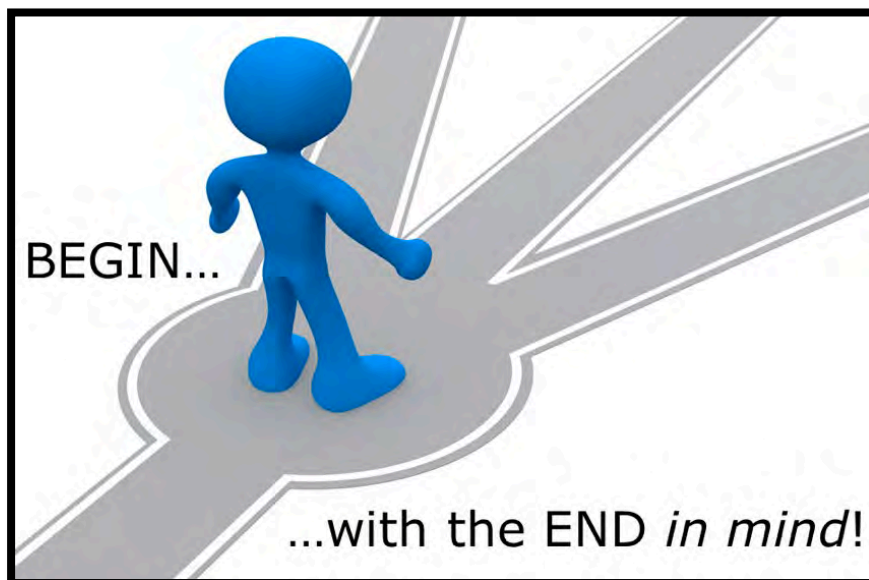
11.8

11.8

9.6

9.8

9.8





Reading The RFI For Comprehension and Critically Thinking About the RFI

Step 1 Should Be Readyng the RFI To Understand What Are This Project's "Musts" And What Are This Projects "Want's"





Reading The RFI For Comprehension and Critically Thinking About the RFI

Step 2 Should Be Building a Plan To Address All The Project's "Musts" And Score As High As You Can On The Project's "Wants"



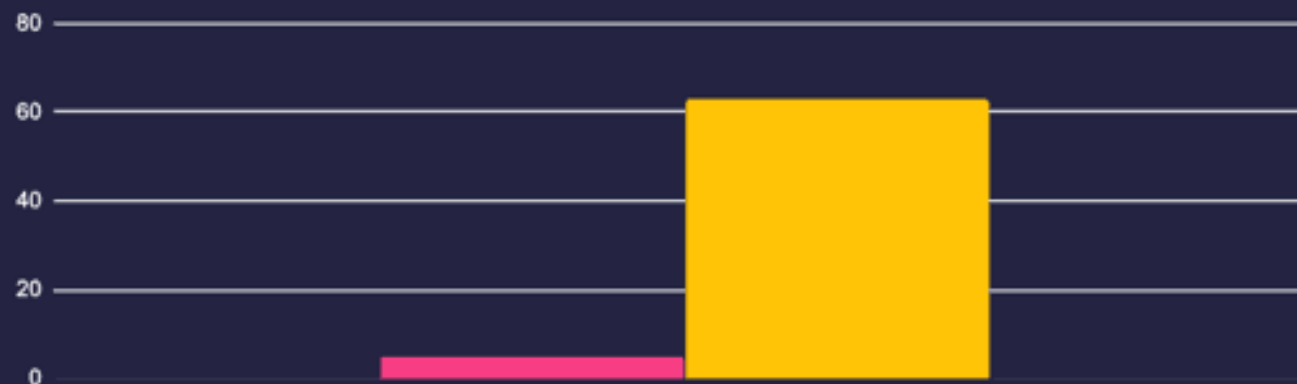


Reading The RFI For Comprehension and Critically Thinking About the RFI

THE BEST Sales Pitch

IS NOT JUST A PITCH

■ Statistics ■ Stories (behind the statistic)

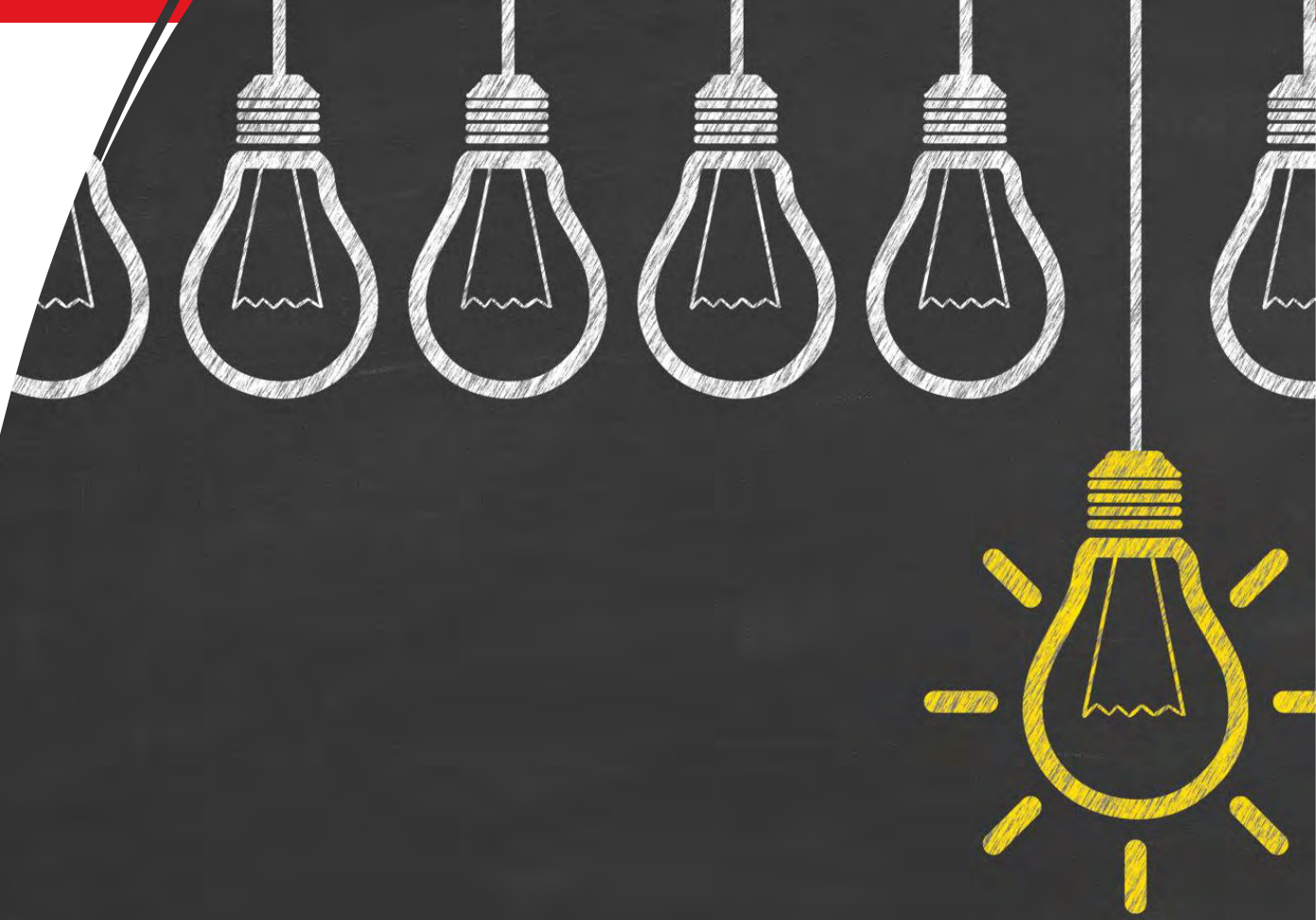


What meeting attendees remember



Completing RFIs:

**What To Have On-Hand
Before An RFI Arrives**





1. Inventory of Existing Industries

Keep a List Updated of Your Top 10-20 Employers Regardless of Sector With This Information:

- Public Sector/Private Sector
- Product/Service
- Type Operation (Headquarters, Manufacturing, Retail, etc.)
- SIC Code
- Number Employed
- Note those which have expanded or located in the area in the last 3 years

Keep a Separate List of Updated of Your Top 10 Private Sector Employers With This Information:

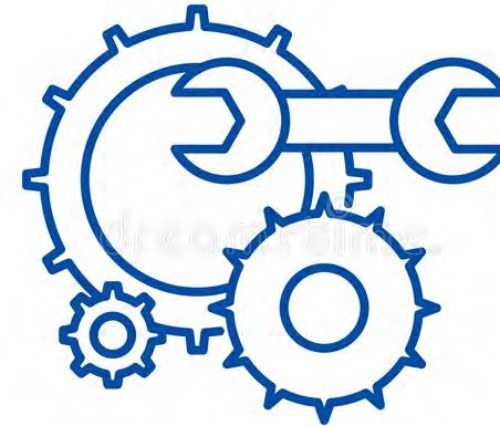
- Product/Service
- Type Operation (Headquarters, Manufacturing, Retail, etc.)
- SIC Code
- Number Employed
- Note those which have expanded or located in the area in the last 2 years



1. Inventory of Existing Industries

Keep a List Updated of the Following Type Companies Which Can Support New or Expanding Industries:

- Tool & Die Shops
- Machine Shops
- Welding Shops
- Trucking Companies
- Temp Employment Agencies
- Plating, Anodizing Companies
- Hazardous Waste Collection Companies
- Industrial Machinery Repair Companies
- 3rd Party Logistics Firms





2. Available Buildings

What Do You Need To Place & Keep Updated On Your Website & Marketing Materials?

- Square Footage
 - Total and by type of space
 - Warehouse
 - Office
 - Etc.
- Acres of Surrounding Lot
- Electrical Infrastructure
- Ceiling Height
- Type of Roof, Condition?
- Floor Thickness
- Column Spacing
- Water, Sewer, Gas, Internet Infrastructure
- Maps Showing Transportation Infrastructure
- Type of Lighting
- Construction Type
- Fire sprinkler system
- # of Dock Doors, # of Drive In Doors
- Is there a crane, if so how many tons?
- Other infrastructure or machinery within the building such as chillers, compressors, etc.
- Pictures of external and internal including mechanical room
- CAD drawings of floor plan
- Parking places
- Aerial map showing lot boundaries and proximity to other industries
- Special incentives zone?
- SALES MAPS, PHOTOS, & VIDEOS



3. Available Sites

What Do You Need To Place & Keep Updated On Your Website & Marketing Materials?

- Acres
- Developable Acres
- Utility Infrastructure Capacity
- Maps Showing Utility Infrastructure
- Maps Showing Transportation Infrastructure
- Topo Map
- Flood Plain Map
- Wetlands Delineation Map
- Phase I Environmental
- Endangered Species
- Soil Boring Capacity
- Aerial map showing lot boundaries and proximity to other industries
- Zoning
- Fire Insurance Class Rating
- Special incentives zone?
- SALES MAPS, PHOTOS, & VIDEOS



4. Available Water Infrastructure

What You Need To Inventory Regarding Water Infrastructure:

- How many gallons of water does your community have in a tank in the air to serve your industrial areas?
- Does your community use surface water (lakes, streams, reservoirs, etc.) or well water (surface water is preferred if possible)? Chemical breakdown of the water, if well water, know the iron composition as it could be problematic for some manufacturers.
- What is the capacity (mgd- million gallons per day) of the water system?
- What is the average daily demand (mgd- million gallons per day) of the water system?
- What is the peak demand (mgd- million gallons per day) of the water system?
- How many million gallons per day of excess capacity does your water system have?
- What size lines feed various parts of your community?
- Cost per 1,000 gallons?



4. Available Water Infrastructure

What You Need To Inventory Regarding Water Infrastructure:

- What is “big” industrial sized water capacity?
 - 12” water line
 - 500,000 gallons of water in a water tank in the air to serve a site





5. Available Wastewater Infrastructure

What You Need To Inventory Regarding Sewer Wastewater Infrastructure:

- What type sewer system does your community use (gravity, force main, vacuum, effluent, etc.)?
- Is there a separate stormwater sewer system, or is it combined with the sanitary sewer system?
- What is the capacity (mgd- million gallons per day) of the sewer system?
- What is the average daily demand (mgd- million gallons per day) of the sewer system?
- What is the peak demand (mgd- million gallons per day) of the sewer system?
- How many million gallons per day of excess capacity does your sewer system have?
- What size lines feed various parts of your community?
- Cost per 1,000 gallons?



5. Available Wastewater Infrastructure

What You Need To Inventory Regarding Sewer Wastewater Infrastructure:

- What is “big” industrial sized sewer capacity?
 - 10” sewer line
 - Aerated sewer system is best for industrial parks

Can be very expensive and a showstopper. Should be first consideration when siting an industrial park because it is very expensive to run or add capacity. Add capacity to your system every chance you get in order to stay competitive for future projects. If you do not have wastewater at a site, you can put down a sewerage package plant, but this puts cost and upkeep on companies locating on the site which they do not like. Most companies want to outsource sewage to municipal system

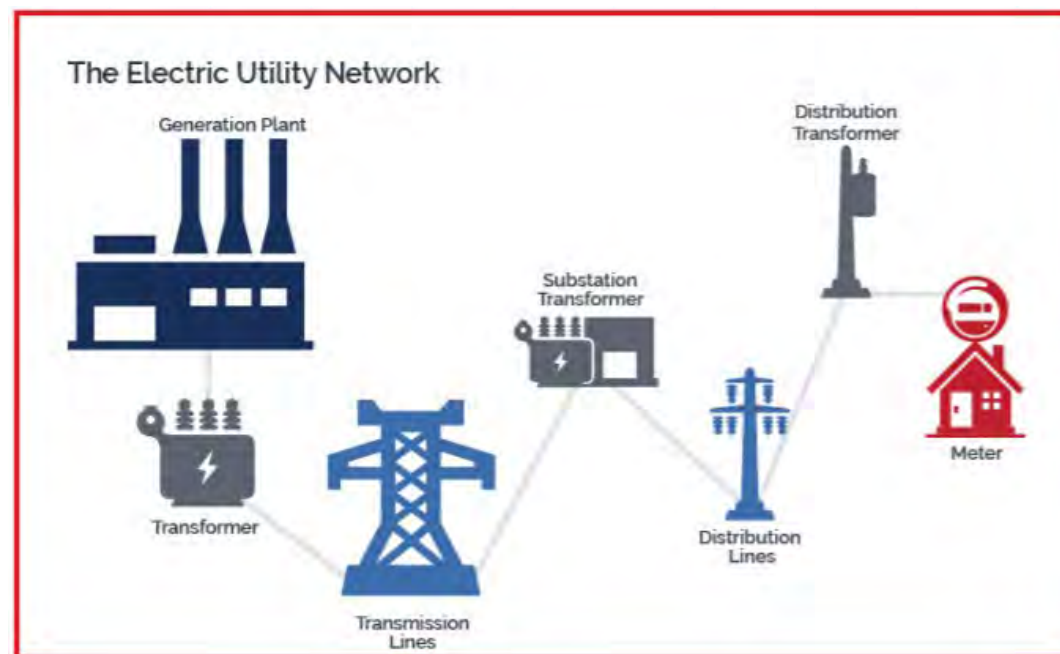


6. Available Electrical Infrastructure

What You Need To Inventory Regarding Electrical Infrastructure:

- How much excess capacity do you have at your industrial parks or buildings?
- What is the reliability of the power at your industrial parks or buildings?
- Can you provide dual service from 2 different substations at your industrial park or buildings?
- What size lines feed various parts of your community?

- Does state have deregulated electric power?
- Average cost per kWh (cents) for industrial power?





6. Available Electrical Infrastructure

What You Need To Inventory Regarding Electric Infrastructure:

- What is “big” industrial sized electricity?
 - 10 MW (megawatts) is enough to attract most industries (most mid-sized industries use around 1 megawatt), ability to be served by 2 different substations is also desirable
 - Heavy industries like steel mills can use 100+ megawatts

Have a plan of what it would cost to increase capacity to 30 megawatts or 50 megawatts if needed



7. Available Gas Infrastructure

What You Need To Inventory Regarding Gas Infrastructure:

- How far are your industrial parks or buildings from the primary gas transmission line (gas transmission lines are typically 20-30 inches in diameter)?
- What is the gas line size which serves your industrial parks or buildings?
- What is the pressure (PSI) of the gas line serving your industrial parks or buildings?
- Average cost per mcf for industrial users?



7. Available Gas Infrastructure

What You Need To Inventory Regarding Gas Infrastructure:

- What is “big” industrial sized gas?
 - 4 inch – 6 inch, high pressure gas line located near a primary gas transmission line of 20 – 30 inches





8. Available High Speed Internet Infrastructure

What You Need To Inventory Regarding High Speed Internet Infrastructure:

- What type high speed internet infrastructure do you have to your industrial buildings or sites (DSL, Fiber Optic, Cable, Satellite, Wireless)?
- Download speed in megabits per second (Mbps)
- Upload speed in megabits per second (Mbps)





8. Available High Speed Internet Infrastructure

What You Need To Inventory Regarding High Speed Internet Infrastructure:

- What is “big” high speed internet infrastructure? 1 gig plus

Internet speed (download)	Number of connected users/devices	What you can do
5 Mbps	1 or 2	Online browsing, research, email
25 Mbps	3 to 5	Large-file downloading, basic Wi-Fi, business communication
75 Mbps	5 to 10	Video streaming, frequent file sharing, numerous POS transactions
150 Mbps	10 to 15	Frequent cloud computing, video conferencing, data backups
250 Mbps	15 to 20	Server hosting, seamless streaming and conferencing
500 Mbps	20 to 30	Multiple-server hosting, constant cloud-based computing, heavy online backups
1 Gbps (1,000 Mbps)	30+	Extreme-speed operating for enterprise-ready offices with near-zero interruptions



9. Workforce Pipeline

Items Do You Need To Keep Updated:

- Unemployment Rate
- Underemployment Rate
- Labor Force Participation Rate
- # Of High School Graduates
- # of Community College Graduates
- # of 4 Year Graduates
- # of Workforce Age People Within These Commute Times:
 - Less than 30 Minutes
 - 31 Minutes – 1 Hour
- If You Are Near a Military Base:
 - Civilian Employment on the Base
 - Military Personnel on the Base
 - Annual # of Military Personnel Discharge
 - # of Military Dependents





10. EMERGING TREND: How Will You Recruit, Screen, or Train



Sampling of Entities Which Might Participate in Some Part of Workforce Training:

- Community College
- Technical College
- University
- State Economic Development Office
- State Department of Labor
- State Department of Education
- High Schools/Vo-Techs
- Federal Money Which Flows Through Workforce Investment Boards
- Unions
- Unemployment Office
- Office of Veterans
- Department of Corrections
- Private Sector Consortia
- Private Foundations
- Local Chamber of Commerce/Economic Development Office
- Private Staffing Companies
- ACT Work Ready
- Plus, more....



11. Transportation Infrastructure Assets

Road:

- Highlight interstate infrastructure
- Highlight 4-laned infrastructure
- If neither, highlight distance in miles to nearest 4-lane

Rail:

- Highlight rail carriers which serve your area
 - Are they shortline or mainline?
 - Is the line serving your community a main line or branch line?
 - Distance to nearest switching yard
 - Does rail spur serve your building or site

General Aviation Airport:

- Runway Length(s)
- Full instrument landing capabilities?
- Hours of Operation
- # of Runways

Commercial Airport:

- Distance to nearest
- # of Cities to where you can fly nonstop
- # of Daily Flights
- # of Runways
- # of Carriers Serving Airport
- Runway(s) Length



11. Transportation Infrastructure Assets

Port:

- Distance to nearest
- Type (Deep water or shallow water)
- Channel Depth
- Turning Basin
- Railways which serve port?
- Cranes
- Facilities?
 - Barging
 - General Cargo
 - Containerized
 - Storage
 - Cold-Storage
 - Warehousing





12. Business Taxes

Taxes a Typical Manufacturer Pays, You Need to Know Any Local Taxes You Have On The Following Plus Your State Tax Rates. Plus, you need to know how you stack up against your competition:

- Real Property Taxes
- Machinery Property Taxes
- School Taxes
- Inventory Tax
- Tax on Utilities
- Transportation Fuel Tax
- State Corporate Income Tax
- Local Corporate Income Tax
- Insurance Tax
- Workers Comp
- Unemployment Insurance
- Business License Fee
- Payroll Taxes



13. Available Incentives

Break your state/incentives down into the following:

- Cash or Forgivable Loans
- Payroll Tax Rebates
- Property Tax Abatements
- Free or Reduced Real Estate
- Corporate Income Tax Credits
- Workforce Training Cash
- Utility Rate Discounts
- In-Kind Workforce Training Programs: Recruiting, Screening, or Training Programs
- Financing Programs (TIFs, Revolving Loan Funds, Low Interest Loans, etc.)

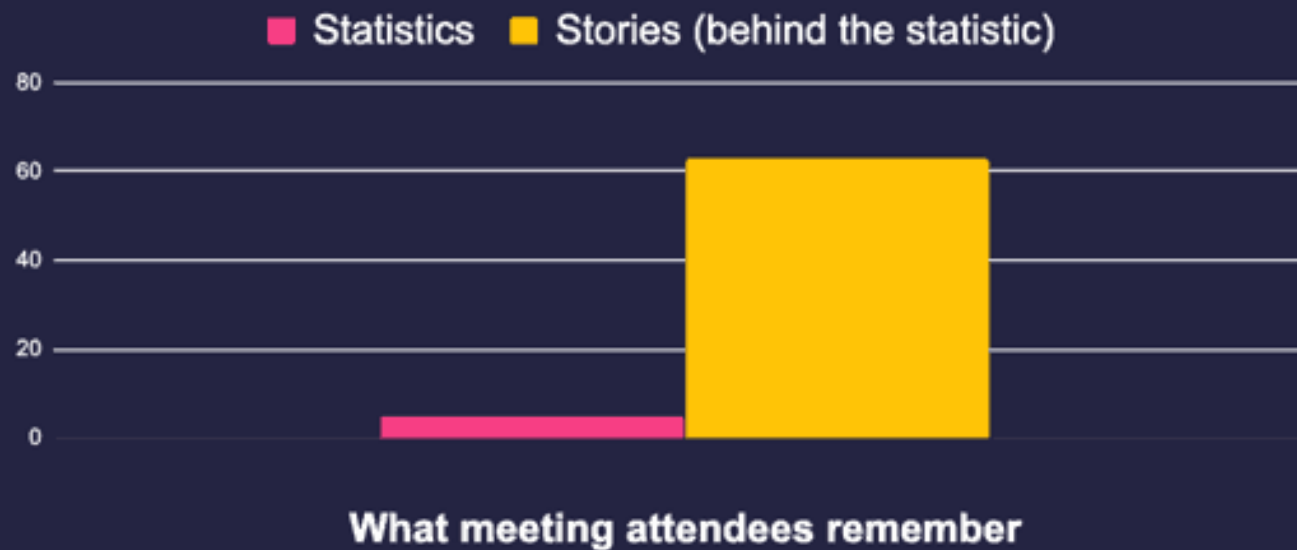
And add any federal incentives zone areas you have:

- New Market Tax Credits
- Opportunity Zones



Reading The RFI For Comprehension and Critically Thinking About the RFI

THE BEST Sales Pitch IS NOT JUST A PITCH





Completing RFIs:

**Area Development's
Ranking of Site
Selection Factors**





Area Development's Ranking Of Site Selection Factors

COMBINED RATINGS*		
CORPORATE SURVEY		
Site Selection Factors	2020	2019
Ranking		
1. Availability of skilled labor	91.4	92.3 (2)**
2. Highway accessibility	88.7	92.4 (1)
3. Energy availability and costs	85.3	79.5 (7)
4. Quality-of-life	84.8	82.2 (4)
5. Labor costs	84.2	87.1 (3)
6. Occupancy or construction costs	80.6	80.3 (5)
7. Corporate tax rate	80.0	79.7 (6)
8. Tax exemptions	78.6	75.0 (8)
9. State and local incentives	77.2	70.2 (14)
10. Inbound/outbound shipping costs	76.8	69.8 (15)
11. Right-to-work state	71.8	72.0 (11)
12. Proximity to major markets	71.7	72.6 (10)
13. Environmental regulations	71.6	73.0 (9)
14. Available buildings	70.6	71.3 (12)
15. Low union profile	70.0	62.7 (18)
16. Available land	65.2	64.4 (17)
17. Proximity to suppliers	64.2	68.1 (16)
18. Training programs/technical schools	63.3	60.3 (19)
19. Expedited or "fast-track" permitting	61.8	70.7 (13)
20. Availability of long-term financing	59.4	59.5 (20)
21. Raw materials availability	59.1	56.1 (22)
22. Availability of unskilled labor	53.0	59.0 (21)
23. Water availability	50.1	45.2 (24)
24. Accessibility to major airport	47.8	50.6 (23)
25. Availability of advanced ICT services	36.9	26.7 (26)
26. Proximity to innovation commercialization/R&D centers	29.9	35.7 (25)
27T. Railroad service	24.6	25.3 (27)
27T. Waterway or oceanport accessibility	24.6	20.3 (28)



Completing RFIs:

**Put Yourself in the Site
Selectors Shoes**





Put Yourself In The Site Selectors Shoes, They Could Be Scoring Hundreds of Responses Per Project

- Lack of detail is the biggest problem in RFI responses.

Mike Mullis, President & CEO, J.M. Mullis

- Incomplete responses are the easiest way for a community to be eliminated.

Janet Ady, President & CEO, Ady Voltedge



How Many Pages?

- **Shortest I Ever Saw Was 1-Page**
- **Longest I Ever Saw Was 350 Questions**



Put Yourself In The Site Selectors Shoes, They Could Be Scoring Hundreds of Responses Per Project

Organizing & Formatting

Why Important?

- Prospect is looking for any reason to eliminate you
 - They are crunched for time
 - Evaluation Criteria

1 st Level Criterion (50%)	2 nd Level Criterion (10%)
Completeness	<ul style="list-style-type: none">*Clarity**Organization*Strategic PositioningValue-Added Information*Creativity*



Organizing & Formatting

Organizing Do's & Don'ts

Do's	Don'ts
Send your response in Word or PDF	Don't provide more than requested
Include a cover letter	Don't send submission in the body of an email or in "Community Checklist"
Address all information needs	Don't send submission in multiple pieces or multiple emails
Retype scanned information (articles, utility info)	Don't scan into a PDF
Develop your own 'branding'	Don't use brochures



Completing RFIs:

How To Tell Stories In Your Response





How To Tell Stories In Your Response

- Available Properties
- Labor Force
- Existing Employers
- Utility Infrastructure
- Transportation Infrastructure
- Taxes
- Local Incentives





How To Tell Stories In Your Response

- Available Properties



Building Specifications

- Sq. Ft. (Breakdown office sq. ft., manufacturing sq. ft., warehouse sq. ft., etc.)?
Answer: Currently 50,400 sq. ft. - open concept - expandable to 200,000.
- Is the building expandable? To how many sq. ft.?
Answer: Yes, expandable to 200,000 sq. ft.





How To Tell Stories In Your Response

- **Labor Force**

- **What is the sites labor force outlook and the quantity of available workers?**

Answer: Forney's location in the Dallas-Fort Worth metroplex provides access to one of the largest and fastest growing talent pools in the nation. Currently, our area population (about a 5 mile radius) is growing on average at about 6,000 new residents per year. Within a 35 minute commute of Forney is a labor force of 1.3 million people. This pool includes both blue and white collar skills and includes both urban and rural areas. Most of these workers if hired by Project Access would have a reverse commute pattern, allowing for a peaceful commute to/from Forney. Further, dozens of educational institutions exist within this radius and provide annual output of trained graduates.

- **What is the current labor force outlook of workers in manufacturing?**

Answer: Within a 35 minute commute of Forney, there are 64,851 people employed in the Production Occupations sector (SOC Code 51-0000). This was a net increase of 3,440 employees over the last 5 years. Median earnings for this category are \$15.86/hr.

- **What is the current labor outlook of Electricians and Welders? Include wage data.**

Answer: Within a 35 minute commute of Forney, there are 8,273 people employed in the electric and welding sectors (SOC Codes 47-2111 & 51-4121). This number has increased by 1,223 over the last 5 years. Median earnings for this category are \$20.98/hr.





How To Tell Stories In Your Response

• Existing Employers

Good Answer:

- How many miles is the site from the nearest of these business types?
 - Flour Mill (Include two)
 - Soy Oil Processing plant
 - Corrugated Paper Plant

Answer:

- Flour Mill:
 - i. Archer Daniels Midland Co, Red Wing, MN (72 miles)
 - ii. Archer Daniels Midland Co, Mankato, MN (95miles)
 - iii. SunOpta, Inc., Alexandria, MN (126 miles)
- Soy Oil Processing Plant:
 - i. Archer Daniels Midland Co, Mankato, MN (95 miles)
- Corrugated Paper Plant:
 - i. Green Bay Packaging Inc, Coon Rapids, MN (6 miles)
 - ii. Central Container Corporation, Brooklyn Park, MN (8 miles)
 - iii. KapStone Container, Fridley, MN (11 miles)
 - iv. International Paper Co, White Bear Lake, MN (23 miles)

Bad Answer:

- How many miles is the site from the nearest of these business types?
 - Flour Mill (Include two)
 - Soy Oil Processing plant
 - Corrugated Paper Plant

Answer: 193 Miles to



Note: Each listed facility exceeds \$50 million in annual revenue; additional facilities attached in Tableau link



How To Tell Stories In Your Response

- **Utility Infrastructure**

Bad Answer:





How To Tell Stories In Your Response

• Transportation Infrastructure

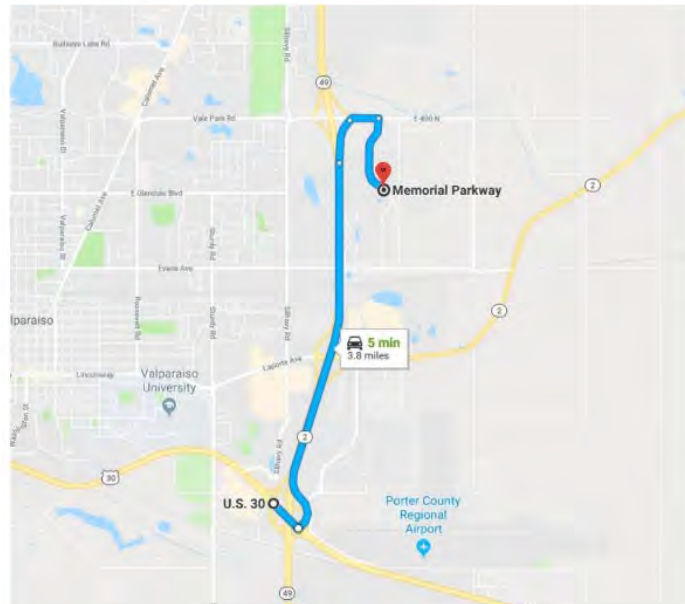
Good Answer:

- How far is the building from a Major Highway or Interstate? Please describe the truck route to the closest Interstate and include a street map.

Answer: The shell building is located ON SR 49 and is approximately 4 miles to US 30. It is 20 miles to I-65, 12 miles to I-80, and 15 miles to I-94.

If traveling E/W on US 30, take the SR 49 N exit approximately 3.6 miles to the Vale Park Rd. exit, turning right onto E 400 N. Go .5 mile and turn right on Memorial Parkway. The shell building is located approx. 1 mile down on the east side of the road. (See map below)

Total miles traveled = ~4



Bad Answer:

- Insert a map showing a minimum of 2 road access points from this site to a 4-lane or Interstate highway where the following truck load is permitted 18' W x 90' 6" L x 13' 11.5" H with a total weight of 312,150 lbs.

Answer: The property faces the service road for Interstate 30. There is only one access at this time, however you have 1,585 feet of frontage onto the service road.



How To Tell Stories In Your Response

• Incentives

Good Answer:

<u>State Incentives</u>		
1a Quality Jobs Suggestion: Regular Quality Jobs Incentive	\$2,330,246	Ten Years
Quarterly payments based on a fixed percentage of new payroll for up to Ten Years		
1b Alternative to Quality Jobs Incentive		
Investment Tax Credit	\$299,250	Five Years
Eligible new manufacturing investment earns a credit of 1% each year for five years (total of 5% of investment).		
2 Five Year Property Tax Exemption	\$414,856	Five Years
Real and personal property used in the manufacturing process earns a five year abatement assuming a minimum of \$250,000 in investment and \$250,000 in new payroll in counties with a population of 75,000 or less, additional payroll of \$1,000,000 is required for larger counties, OR certain computer service companies already in the program with \$7,000,000 investment.		
4 Freeport (Inventory) Tax Exemption	\$29,727	Annual
Firms able to move inventory through their facilities within a nine month period are able to avoid property tax liability on imported items.		
5 Sales and Use Tax Exemption on Goods Consumed in Manufacturing	Est. Available	Annual
Includes tangible personal property used in the manufacturing process as well as primary and secondary packaging materials.		
6 Sales and Use Tax Exemption on Energy Used in Manufacturing	\$46,807	Annual
Includes all fuel and electric power used in the manufacturing process.		
ESTIMATED TOTAL VALUE OF STATE INCENTIVES OVER TEN YEARS:		
* With 1a, Quality Jobs Cash Incentive	\$3,510,438	
* With 1b, Investment/New Jobs Tax Credit Package	\$1,479,442	

Bad Answer:

Detail state incentives this project could qualify for:

- ☐ Corporate income tax incentives
- ☐ Property tax incentives
- ☐ Payroll related incentives
- ☐ Discounted real estate incentives
- ☐ Workforce incentives
- ☐ Cash incentives
- ☐ Other incentives

Answer: See state tax incentive sheet.



**After RFIs:
Compete Locations
Against Each Other**



Next Move Group
We Are Jobs



Compete Locations Against Each Other

**Project Cold
Community Presentations Agenda
November 1-2, Riverside, California**

November 1st:

11:45 am	Next Move Group arrives in Riverside to discuss agenda items
Noon – 1 pm	Lunch
1 pm – 1:50 pm	Tucson, Arizona
1:50 pm – 2:40 pm	Phoenix, Arizona
2:40 pm – 3:30 pm	Salt Lake City, Utah
3:30 pm – 4:20 pm	Boise, Idaho
4:20 pm – 5:10 pm	Portland, Oregon
6 pm – Until	Dinner with State of Texas officials



Run Labor Analysis on Finalist Locations



Next Move Group
We Are Jobs



LABOR ANALYSIS

Workforce Analysis

- For each finalist location run detailed labor reports to quantify the quantity and cost of the labor in each area.

	NAICS	Description	2013 Jobs	2018 Jobs	2013 - 2018 Change	2013 - 2018 % Change	2018 Location Quotient	2018 Payrolled Business Locations	Avg. Earnings Per Job
1									
2	561422	Telemarketing Bureaus and Other Contact Centers	7,143	7,462	319	4%	1.13	150	\$46,974
3	561431	Private Mail Centers	251	297	46	18%	0.75	44	\$28,122
4	561439	Other Business Service Centers (including Copy Shops)	492	583	91	18%	0.80	64	\$48,928
5	561440	Collection Agencies	3,897	2,881	(1,016)	(26%)	1.64	69	\$44,942
6	561450	Credit Bureaus	123	34	(89)	(72%)	0.12	16	\$90,837
7	561491	Repossession Services	175	216	41	23%	1.52	16	\$41,208
8	561492	Court Reporting and Stenotype Services	376	316	(60)	(16%)	0.99	37	\$37,327
9	561499	All Other Business Support Services	1,531	1,720	189	12%	1.34	131	\$49,800
10	561510	Travel Agencies	662	869	207	31%	0.57	117	\$55,166
11	561520	Tour Operators	132	126	(6)	(5%)	0.29	16	\$38,577
12	561591	Convention and Visitors Bureaus	60	80	20	33%	0.57	12	\$52,795
13	561599	All Other Travel Arrangement and Reservation Services	683	612	(71)	(10%)	0.49	46	\$81,639
14	561611	Investigation Services	176	331	155	88%	0.57	52	\$68,705
15	561612	Security Guards and Patrol Services	5,009	5,492	483	10%	0.56	120	\$29,913
16	561613	Armored Car Services	304	329	25	8%	0.80	12	\$46,817
17	561621	Security Systems Services (except Locksmiths)	2,222	2,449	227	10%	1.35	112	\$55,286
18	561622	Locksmiths	281	312	31	11%	1.02	43	\$49,476
19	561710	Exterminating and Pest Control Services	1,167	1,458	291	25%	0.85	201	\$48,260
20	561720	Janitorial Services	14,048	14,410	362	3%	0.77	914	\$23,476
21	561730	Landscaping Services	11,980	12,305	325	3%	0.77	1,365	\$31,591
22	561740	Carpet and Upholstery Cleaning Services	698	721	23	3%	1.03	121	\$30,226
23	561790	Other Services to Buildings and Dwellings	1,493	1,402	(91)	(6%)	0.77	175	\$33,968
<div> ◀ ▶ Cover Page Parameters Industries Appendix A - Regions Appendix B - Data Sources an... ⊕ ⋮ ◀ </div>									



**Run Operating Cost Pro-
Formas for Each Finalist
Location**



Next Move Group
We Are Jobs



Pro Forma

	Ongoing Costs which Vary by Location:	Projection Yr 1	Comments, future changes explained	Y2	Y3	Y4	Y5	Y6
13								
14	Cost of Labor	\$10,987,650		\$10,987,650	\$10,987,650	\$10,987,650	\$10,987,650	\$10,987,650
15	Incentives to Offset Cost of Labor	\$439,506	4% annual payroll rebate	439,506	439,506	439,506	439,506	439,506
16	Real Property Taxes	\$53,957	Ref: Blake's email.	53,957	53,957	53,957	53,957	53,957
17	Incentives to Offset Real Property Taxes	\$40,000	10 year tax relief except school taxes	40,000	40,000	40,000	40,000	40,000
18	Personal Property Taxes	\$24,142	Ref: Blake's email.	\$24,142	\$24,142	\$24,142	\$24,142	\$24,142
19	Electric Power	\$66,000	average industrial electricity rate \$5500/month. ¢10.00/kWh 660,000 kWh/year	\$66,000	\$66,000	\$66,000	\$66,000	\$66,000
20	Rent/Mortgage Payments	0	reflect on balance sheet if mortgage	0				
21	Workers Comp	\$72,000		\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
22	Unemployment Insurance	\$12,000	\$12,000/year	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
23	Projected Equity in Building							
24								
25	Other Incentives	1.567 million	\$1.567 million cash grant upon signing					

Proposed Location	Net Present Value Operating Costs (NPV)
Community A	\$ (19,111,898.42)
Community B	\$ (19,702,436.61)
Community C	\$ (20,032,919.39)
Community D	\$ (20,426,991.61)
Community E	\$ (21,020,902.17)
Community F	\$ (21,092,444.89)
Community G	\$ (21,282,130.60)
Community H	\$ (21,588,500.21)
Community I	\$ (22,060,426.88)
Community J	\$ (22,708,326.05)
Community K	\$ (23,380,144.29)
Community L	\$ (24,082,946.24)
Community M	\$ (26,310,424.00)
Community N	\$ (27,062,610.82)

Typical Participants:

- CEO
- HR Manager
- CFO
- Logistics/Supply Chain Manager



Visit Finalist Sites



Next Move Group
We Are Jobs



Visit Finalist Sites



Typical Participants:

- CEO
- HR Manager
- CFO
- Logistics/Supply Chain Manager



**Select Site, Close Deal,
Manage Incentives**



Next Move Group
We Are Jobs



Select Site, Close Deal, Manage Incentives





Select Site, Close Deal, Manage Incentives

It's been proven that more than 50% of **tax** credits and **incentives go unclaimed** every year. Marcum helps you take advantage of less obvious opportunities to reduce costs and generate refunds.

www.marcumllp.com › ... › Tax Advisory Services ▾

[Tax Credits & Incentives | Marcum LLP | Accountants and ...](#)



Follow Us



Next Move Group
We Are Jobs
PODCAST

 Listen on
Apple Podcasts

 **Spotify** 

 Listen on
Google Podcasts

 JUST ASK
amazon alexa

New Orleans | St. Louis | Greenville, SC



Contact Us



Next Move Group
We Are Jobs



www.nextmovesiteselect.com



1-800-764-3105



chad@thenextmovegroup.com



504-648-7716

New Orleans | St. Louis | Greenville, SC